

2020

Economic Impacts of
Travel and Tourism in

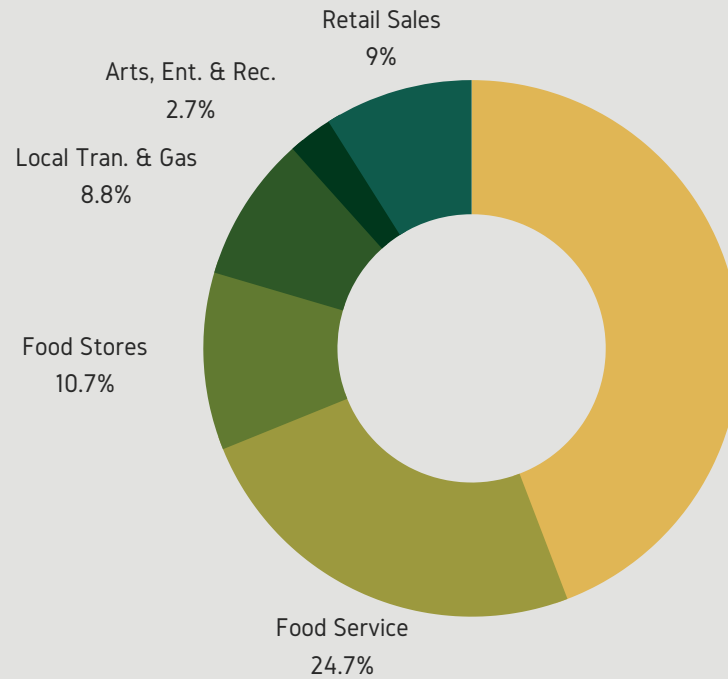
**ASTORIA
AND
WARRENTON**



2020 TRAVEL SPENDING

THOUSANDS OF PEOPLE TRAVEL TO AND WITHIN ASTORIA AND WARRENTON EACH YEAR. VISITORS WHO STAY IN PAID LODGING SPENT ON AVERAGE \$121 PER DAY ON LODGING, FOOD, RECREATION, TRANSPORTATION AND SHOPPING..

Direct impacts of travel spending by sector in 2020.



IMPACT (millions)

In 2020, \$63.5 in travel spending resulted in a \$97.5 economic impact to the local economy (direct, indirect, and induced.)

In 2019, \$115.8 in travel spending resulted in a \$177.7 economic impact to the local economy.

**390,000
OVERNIGHT
PERSON TRIPS**

**\$57 PER DAY
AVERAGE SPEND
BY AN
OVERNIGHT VISITOR**

**2.5 DAYS
AVERAGE LENGTH
OF STAY BY
OVERNIGHT VISITOR**

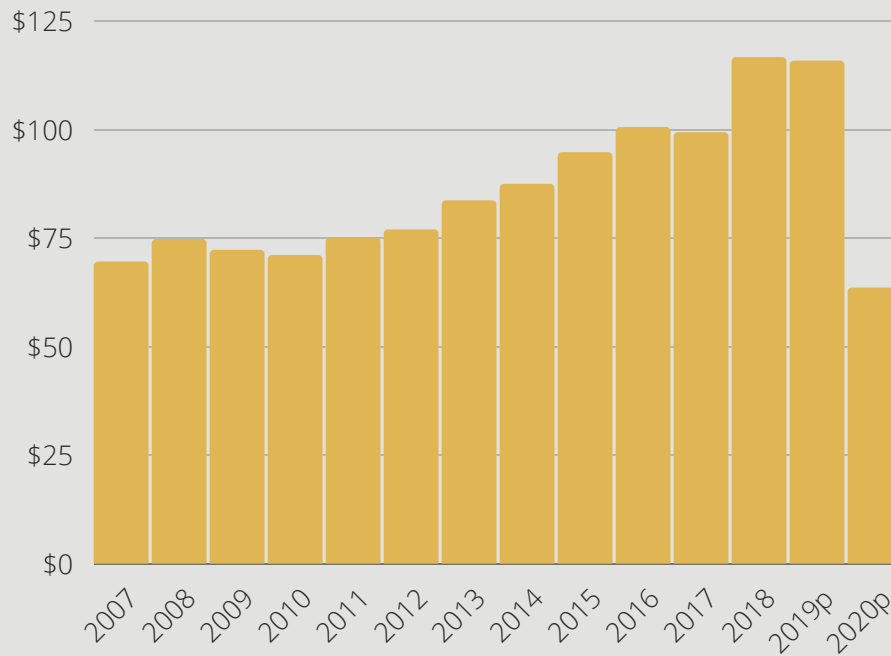
**54% OF OVERNIGHT
VISITORS STAY WITH
FAMILY, FRIENDS OR
IN SECOND HOMES**



TRAVEL SPENDING 2007 TO 2020

**VISITOR SPENDING AT OUR DESTINATION BRINGS NEW MONEY INTO COMMUNITIES, SPURRING JOB CREATION AND ECONOMIC DEVELOPMENT. TRAVEL SPENDING IN 2020 BY REGION - ASTORIA & WARRENTON: \$63.5 MILLION
CLATSOP COUNTY: \$347.6 MILLION
OREGON STATE: \$6.5 BILLION**

Direct Travel Spending in Astoria & Warrenton (\$Millions)



IMPACT

Lodging sales trended positively 2007-2019.

The second quarter has rapidly grown in magnitude.

The substantial decline in 2020's quarter two is most reflective of major disruption of travel activity due to the COVID-19 pandemic.

18% OF ALL CLATSOP COUNTY TRAVEL IMPACTS OCCUR HERE

-8.6% AVERAGE ANNUAL PERCENT CHANGE IN DIRECT SPENDING 2007 TO 2020.

PERCENTAGE OF LODGING SALES BY QUARTER

2019: Q1 14% Q2 23% Q3 43% Q4 20%
2020: Q1 18% Q2 7% Q3 45% Q4 29%

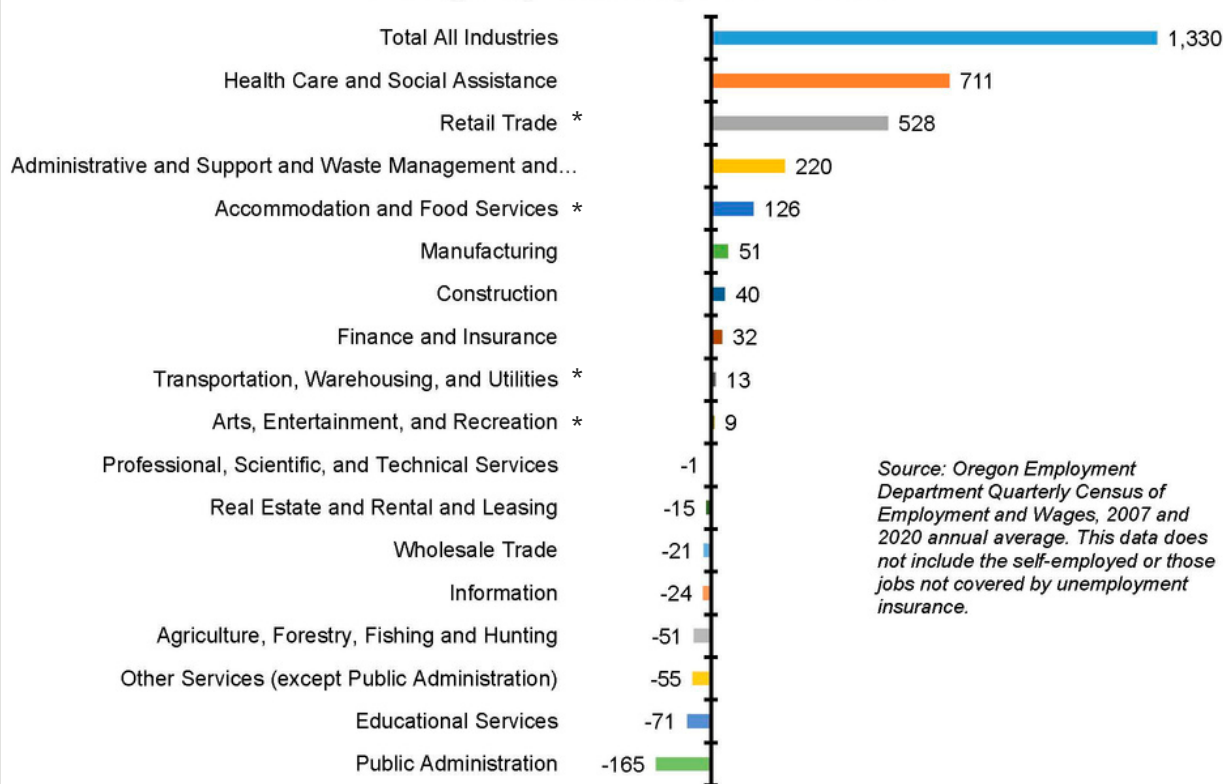


TOURISM ENCOURAGES GROWTH

TRAVEL AND TOURISM IS A CRITICAL COMPONENT OF ASTORIA AND WARRENTON'S ECONOMY AND AN ECONOMIC DEVELOPMENT DRIVER. THE ECONOMY OF ASTORIA AND WARRENTON IS RELATIVELY DIVERSE FOR A NON MAJOR-URBAN REGIONAL AREA.

IN CLATSOP COUNTY, \$48 IN EMPLOYEE EARNINGS IS GENERATED BY \$100 VISITOR SPENDING.

Astoria-Warrenton Employment Change by Industry 2007 - 2020



ASTORIA & WARRENTON COMBINED AVERAGE ANNUAL EMPLOYMENT
 2007: 8,199 2019: 10,103 2020: 9,529

3,640 JOBS CREATED BY TRAVEL

*** TRAVEL-GENERATED EMPLOYMENT REPRESENTS 38% OF ALL EMPLOYMENT**

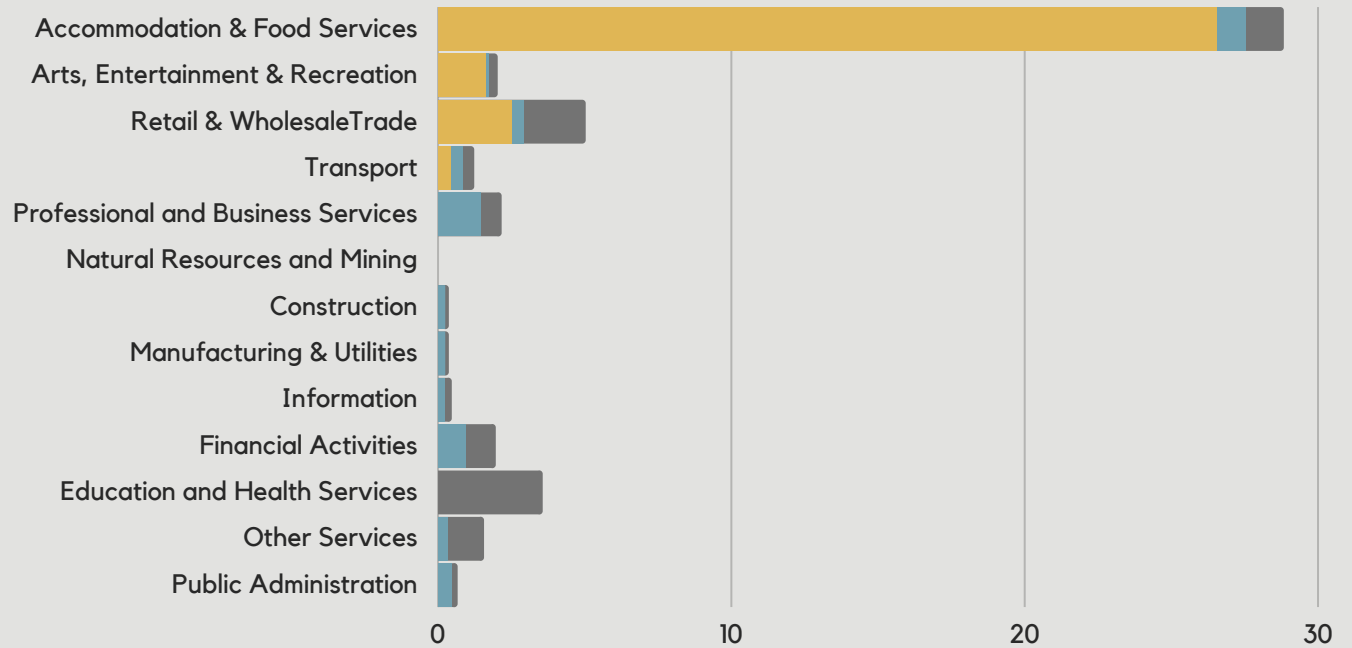


TRAVEL & TOURISM PROVIDES JOBS

AVERAGE WAGES IN DIRECT IMPACT INDUSTRIES HAVE INCREASED BY 19% SINCE 2007. THE AVERAGE WAGE IN THESE INDUSTRIES IS \$36K COMPARED TO \$43K ACROSS ALL INDUSTRIES.

Earnings Generated by Travel Spending in 2020 (\$Millions)

DIRECT **INDIRECT** **INDUCED**



TRAVEL & TOURISM DIRECT IMPACT INDUSTRIES

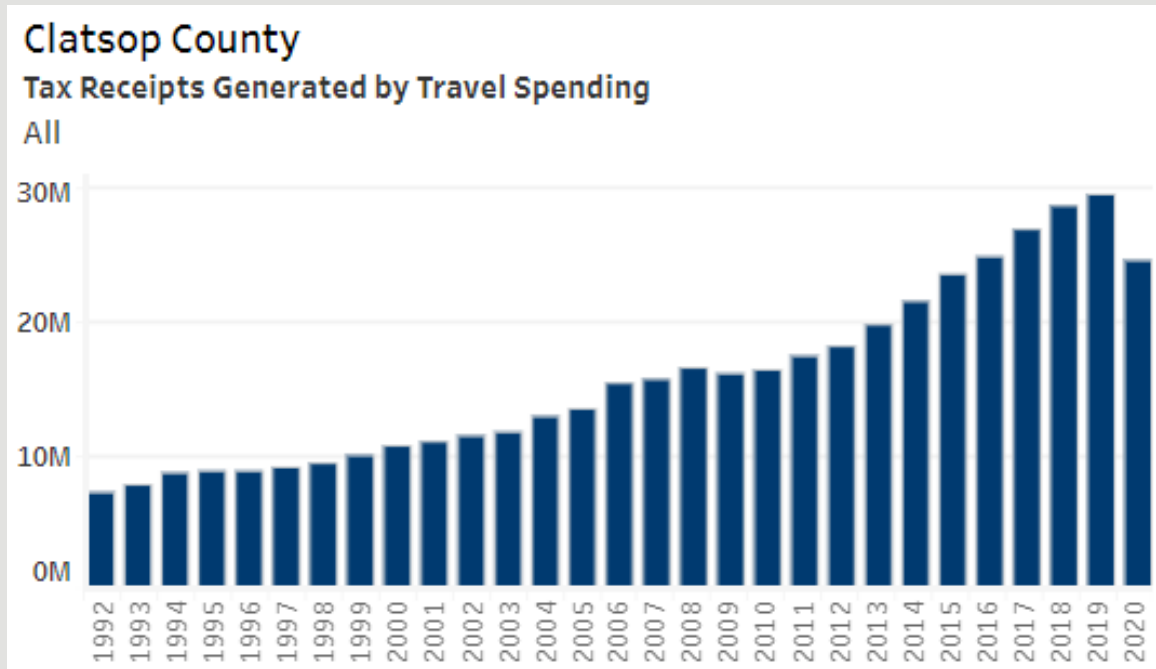
Accommodation & Food Services
 Arts, Entertainment & Recreation
 Retail & Wholesale Trade; and Transportation

\$31 MILLION IN DIRECT TRAVEL GENERATED EARNINGS
\$47.6 MILLION IN TOTAL TRAVEL GENERATED EARNINGS



TRAVEL SUPPORTS LOCAL GOVERNMENT

TRAVELER SPENDING CONTRIBUTES SIGNIFICANT TAX REVENUE TO BOTH STATE AND LOCAL GOVERNMENTS. TAXES GENERATED BY TRAVEL SUPPORT PUBLIC SECTOR JOBS LIKE FIREFIGHTERS, POLICE OFFICERS, OR TEACHERS.



IMPACT
\$2.94 million in local taxes and an additional **\$2.43 million** in state taxes. Which is the equivalent of **\$836** per household in Astoria and Warrenton.

\$5.4 MILLION STATE AND LOCAL TAXES GENERATED BY TRAVEL IN ASTORIA & WARRENTON

FOR CLATSOP COUNTY:

18% SHARE OF STATE REVENUE IN FY2020

27% SHARE OF LOCAL REVENUE IN FY2020



TOURISM AND ECONOMIC DEVELOPMENT

TOURISM AS AN ECONOMIC DEVELOPMENT STRATEGY CAN RESULT IN SIGNIFICANT ECONOMIC RETURNS, WHILE ALSO PROVIDING AMENITIES THAT IMPROVE BOTH TRAVEL EXPERIENCES AND QUALITY OF LIFE FOR RESIDENTS.

Both visitors and residents enjoy tourism-oriented developments like parks, trails, and historic sites, as well as restaurants, events, galleries, & boutique shops.

TOURISM CAN CONTRIBUTE MANY BENEFITS BEYOND ECONOMIC IMPACTS:

- more attractive communities
- sense of pride among residents
- assists with crisis management
- community branding important to attract investment

IMPACT

In 2020, visitors put \$3,858 per resident back into our economy through direct travel spending.



ECONOMIC DEVELOPMENT STARTS WITH A VISIT

The majority of employed Americans (76%) agree that visiting a community is essential when assessing new job opportunities. First-hand experience was instrumental in forming impressions that influence relocation decisions.



LOWER COLUMBIA TOURISM COMMITTEE

TOURISM INVESTMENT

The Lower Columbia Tourism Committee is funded through a portion of the transient lodging tax collected by the Cities of Astoria and Warrenton.

A state law passed in 2003 requires that a portion of local TLT revenues be used to fund tourism promotion or tourism-related facilities. Through 2019, there's been an 84% increase statewide in local taxes from visitor activity.

THE PURPOSE OF THE LCTC IS TO:

Promote, develop and coordinate tourism-related economic activity in the Astoria and Warrenton region, with emphasis on spreading visitation outside of the heavily-trafficked summer season. This mission will be accomplished utilizing a variety of marketing and promotion strategies and in collaboration with other organizations and stakeholders. The committee will also seek to foster resident and visitor awareness of tourism's effect on our environment, as well as the enhancement of our local economy and quality of life, in line with statewide and regional efforts.

The LCTC consists of 15 members, who serve 3-year terms and represent a variety of tourism-related industries in Astoria and Warrenton.

Marketing generally occurs outside of the summer season to generate travel when it is most needed.

Our integrated marketing plan includes a multi-pronged approach to reach people in all phases of the visitor planning cycle.

NOT JUST MARKETING, BUT MANAGEMENT AND EDUCATION, TOO.

WITH A VISION TO INSPIRE TO LEAVE A PLACE BETTER THAN WE FOUND IT. TOURISM AGENCIES IN THE LOWER COLUMBIA REGION, & ACROSS THE STATE OF OREGON, WORK COLLABORATIVELY TO ENCOURAGE SUSTAINABLE AND REGENERATIVE TRAVEL HABITS THAT ENCOURAGE GUESTS TO BECOME EXCELLENT STEWARDS OF OUR REGION.



THE ECONOMIC IMPACT OF TRAVEL IN OREGON, 2020

PRIOR TO THE COVID-19 PANDEMIC, Oregon's travel and tourism economy was booming. 2019 marked the state's 10th consecutive year of growth in total travel spending and visitation. Total travel spending decreased by 49.5% and overnight visitor volume decreased by 20.2% in 2020, compared to 2019. Employment directly related to travel declined by 22.1% from 2019 to 2020.

TRAVEL OREGON'S STRATEGIC PLAN FOR 2021-2023 IS BASED ON OREGON TOURISM INDUSTRY STAKEHOLDER SURVEY FEEDBACK GATHERED IN THE FALL OF 2020.

The plan includes KPIs (and means to measure) regional and statewide resident sentiment (level of welcome) and visitor sentiment (satisfaction) as well as rate of recovery (% change) of visitor spending in each region and statewide.

Statewide, in 2021 we saw a 30% increase in lodging occupancy and 63% increase in room revenue compared to 2020.

Travel Oregon continues to evolve as a destination management organization. This means that a focus on driving demand for travel and optimizing the economic impact of tourism to the state's economy, is strategically aligned with initiatives to improve the visitor experience in smart and sustainable ways—enhancing and protecting our state's assets.

"JOIN US IN CREATING A BETTER LIFE FOR ALL OREGONIANS THROUGH STRONG, SUSTAINABLE LOCAL COMMUNITIES THAT WELCOME A DIVERSITY OF EXPLORERS."

TRAVEL OREGON
industry.traveloregon.com

**QUESTIONS
OR
COMMENTS?**

**REPORT PREPARED BY:
LOWER COLUMBIA
TOURISM COMMITTEE**

**ASTORIA-WARRENTON AREA
CHAMBER OF COMMERCE**

REVISED 3.17.2022

SOURCES:

- Dean Runyan Associates Astoria-Warrenton, Oregon Visitor Impacts, 2007-2020P
- Dean Runyan Associates, Oregon Travel Impacts: 2020p
- Census.gov Quickfacts Population Estimates (V2020)
- Oregon Employment Department Employment by Industry 2007-2020 for Astoria and Warrenton, Feb2022
- US Travel Association, DCI 2017 Q Report: Talent Wars-What people look for in jobs and locations
- Research and Reports provided by Travel Oregon at industry.traveloregon.com